

Project 1: Ecommerce shop (CMS - WordPress) which sale goods for pregnant women and accessories for feeding babies.

Region: Ukraine

Activities:

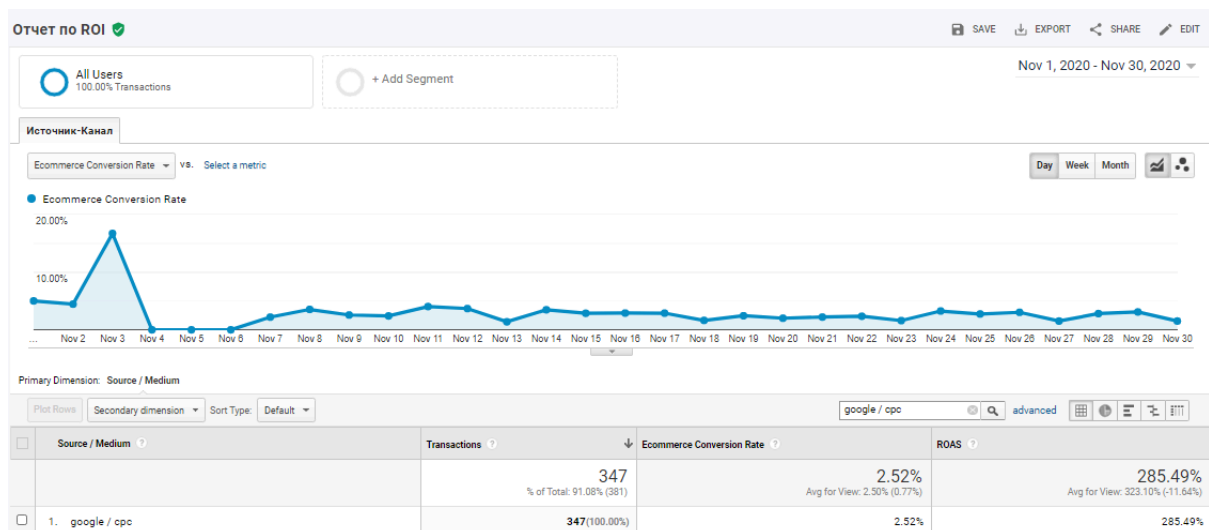
- Setting up conversion tracking with Google Tag Manager and Google Analytics.
- Creation of search campaigns segmented by product categories on the site.
- Splitting a standard shopping campaign for all products into separate campaigns.
- Setting up a smart shopping campaign for top selling products.
- Setting up a discovery campaign to increase coverage and find new customers.
- Setting up the transmission of dynamic parameters using a plugin.
- Setting up a dynamic remarketing campaign.

Results:

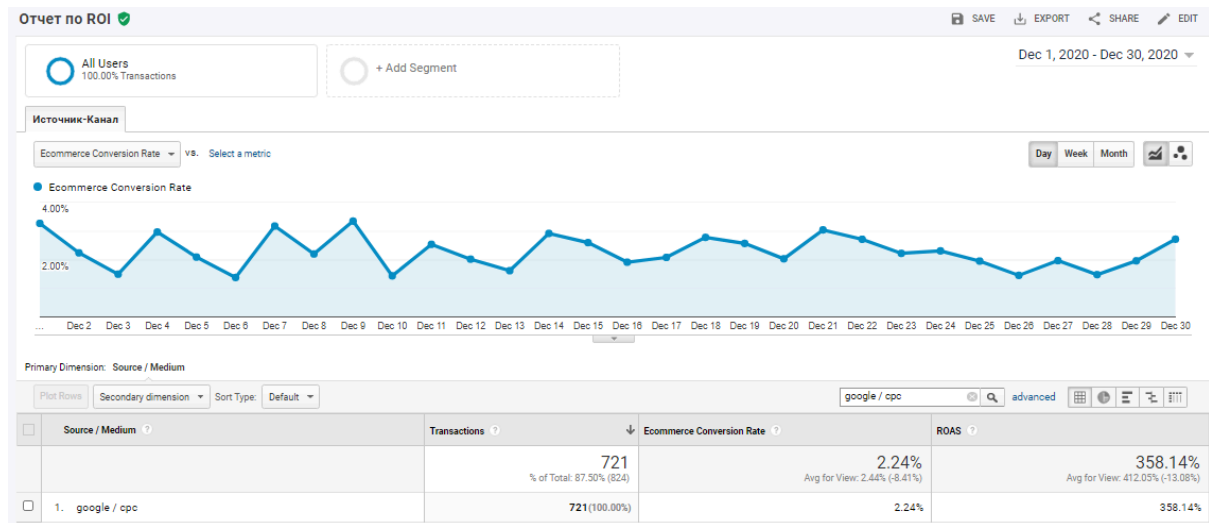
- ROAS – 358,14% (before – 285,49%);
- CTR – 1,47% overall (search – 8,79%; shopping – 1,21%; discovery – 2,14%).

Description:

ROAS - Before



ROAS - After





CTR - Search campaigns

Campaign	Budget	Status	Campaign type	Clicks	Impr.	CTR
Брендовая кампания	UAH100.00/day	Bid strategy learning	Search	57	157	36.31%
Бюстгальтеры для кормления	UAH600.00/day	Bid strategy limited	Search	1,076	6,945	15.49%
Одежда для беременных	UAH100.00/day	Eligible	Search	1,138	12,583	9.04%
Трусики для беременных	UAH120.00/day	Eligible	Search	633	7,187	8.81%
Аксессуары	UAH230.00/day	Eligible	Search	3,014	38,335	7.86%
Витамины	UAH100.00/day	Limited by budget	Search	331	5,879	5.63%
Total: Campaigns				6,249	71,086	8.79%

CTR - Shopping campaigns

Campaign	Budget	Status	Campaign type	Clicks	Impr.	CTR
Витамины Shopping	UAH150.00/day	Limited by budget	Shopping	515	24,411	2.11%
Smart Shopping Топ продаж	UAH950.00/day	Eligible	Shopping	4,723	263,453	1.79%
Аксессуары Shopping	UAH850.00/day	Eligible	Shopping	1,924	125,789	1.53%
Трусики для беременных Shopping	UAH500.00/day	Eligible	Shopping	1,397	105,547	1.32%
Одежда для мам Shopping	UAH700.00/day	Limited by budget	Shopping	6,939	639,782	1.08%
Бюстгальтеры для кормления Shopping	UAH800.00/day	Eligible	Shopping	3,920	449,438	0.87%
Total: Campaigns				19,418	1,608,420	1.21%

CTR - Discovery campaign

<input type="checkbox"/> ● Campaign	Budget	Status	Campaign type	Clicks	Impr.	↓ CTR
<input type="checkbox"/> ●  Discovery	UAH100.00/day	Bid strategy learning	Discovery	340	15,865	2.14%
Total: Campaigns 				340	15,865	2.14%

Before starting to work with the client, 2 campaigns in the search network (for the most popular product groups) and 1 standard shopping campaign for all products were set up in the account. The client had a goal of increasing sales and brand awareness, but did not have a strategy.

I completely painted the strategy and implemented it. I used “drag-n-drop” strategy:

- 1 campaign - 1 product category;
- splitting campaigns with high likelihood of conversions and near-target;
- 1 ad group - 3 ads with A/B/C testing;
- 1 ad group - up to 5-10 keywords;
- 1 ad group - 1 landing page.

Project 2: Ecommerce shop (CMS – PrestaShop) which sale air conditioners, ventilation systems and various plumbing products as well.

Region: Denmark

Activities:

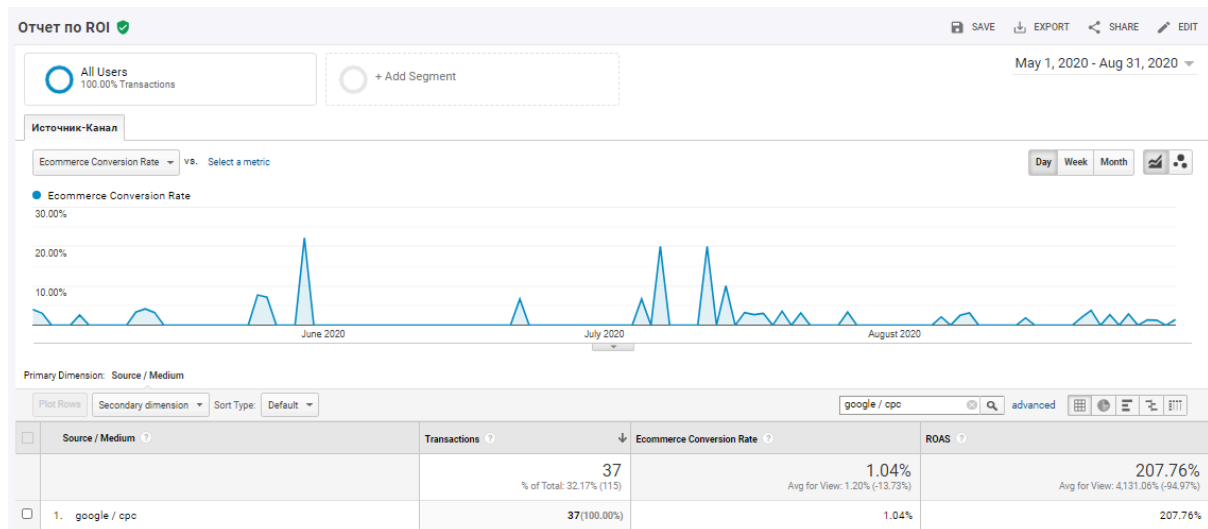
- Bug fixes in conversion tracking.
- Restarting a smart shopping campaign due to the removal of misconfigured conversions. Set up a standard shopping campaigns divided into groups by categories.
- Setting up search campaigns for top-selling and seasonal products.
- Bug fixes in disapproved extensions.
- Creating a feed for site pages, setting up a dynamic search campaign.
- Setting up a smart display campaign.
- Bid adjustments and budget optimization.
- Disable ineffective campaigns/ad groups/keywords/items.
- Replenishment of the list of negative keywords.

Results:

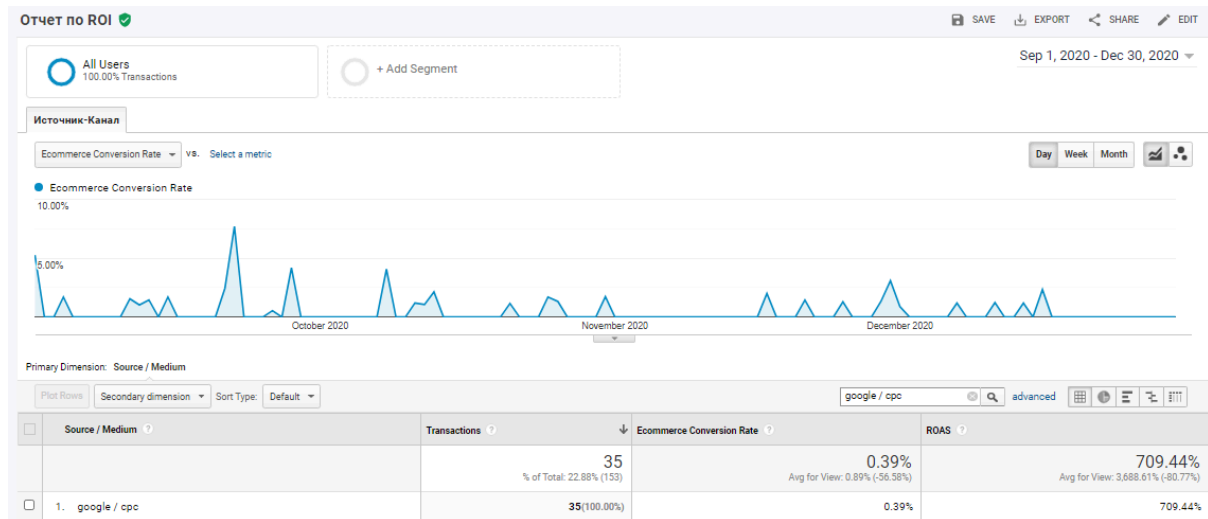
- ROAS – 709,44% (before – 207,76%);
- CTR: search – 8,06%; shopping – 0,84%.

Description:

ROAS - Before



ROAS – After



CTR - Search campaigns

<input type="checkbox"/> ● Campaign	Budget	Status	Campaign type	↓ Clicks	Impr.	CTR
<input type="checkbox"/> ⓘ DSA By Categories	DKK30.00/day	Paused	Search	625	10,199	6.13%
<input type="checkbox"/> ⓘ VP18 #2	DKK40.00/day	Paused	Search	266	2,005	13.27%
<input type="checkbox"/> ⓘ Seasonal Items Panasonic varmepumpe Search	DKK20.00/day	Paused	Search	182	1,378	13.21%
<input type="checkbox"/> ⓘ VP18	DKK5.46/day	Paused	Search	66	649	10.17%
<input type="checkbox"/> ⓘ Brand Search	DKK60.00/day	Paused	Search	10	16	62.50%
<input type="checkbox"/> ⓘ Forsøg på dynamisk display	DKK30.00/day	Paused	Search	0	0	—
<input type="checkbox"/> ⓘ Ventilations pakker	DKK55.00/day	Paused	Search	0	0	—
<input type="checkbox"/> ⓘ Sales-Search-05Mar2020	DKK100.00/day	Paused	Search	0	0	—
<input type="checkbox"/> ● Sales-DynamicSearch-Mar192020	DKK150.00/day	Ended	Search	0	0	—
Total: All enabled campaigns				1,149	14,247	8.06%

CTR - Shopping campaigns

<input type="checkbox"/> ● Campaign	Budget	Status	Campaign type	↓ Clicks	Impr.	CTR
<input type="checkbox"/> ● Standart Shopping By Product Type	DKK60.00/day	Limited by budget	Shopping	4,737	561,287	0.84%
<input type="checkbox"/> ⓘ Smart Shopping	DKK100.00/day	Paused	Shopping	2,124	281,096	0.76%
<input type="checkbox"/> ● Seasonal Items Panasonic varmepumpe Shopping	DKK160.00/day	Limited by budget	Shopping	1,061	107,951	0.98%
<input type="checkbox"/> ⓘ Shopping Best Selling Items #2	DKK80.00/day	Paused	Shopping	199	23,755	0.84%
<input type="checkbox"/> ⓘ Smart Shopping Restart	DKK100.00/day	Paused	Shopping	173	13,323	1.30%
<input type="checkbox"/> ⓘ Shopping Best Selling Items	DKK120.00/day	Paused	Shopping	87	9,337	0.93%
<input type="checkbox"/> ⓘ Lavvs Std shopping std	DKK800.00/day	Paused	Shopping	0	0	—
Total: All enabled campaigns				8,381	996,749	0.84%

Before starting to work with a client, a smart shopping campaign and a search campaign leading to a specific product page worked in the account. Due to the incorrect conversion setting, the transaction data was transmitted incorrectly. As a result, optimizing and running ad campaigns required reconfiguring conversions and restarting campaigns with automated bidding strategies.

The client had a goal of increasing sales within a certain budget, but did not have a strategy. I completely painted the strategy and implemented it. As a test, I also launched search campaigns targeting other product categories on the site, but shopping campaigns showed the highest efficiency and ROI. Thus, the remaining types of campaigns were paused.

Project 3: Ecommerce shop (CMS – Webasyst) which sale equipment for chemical and scientific laboratories, reagents and chemical glassware.

Region: Europe

Activities:

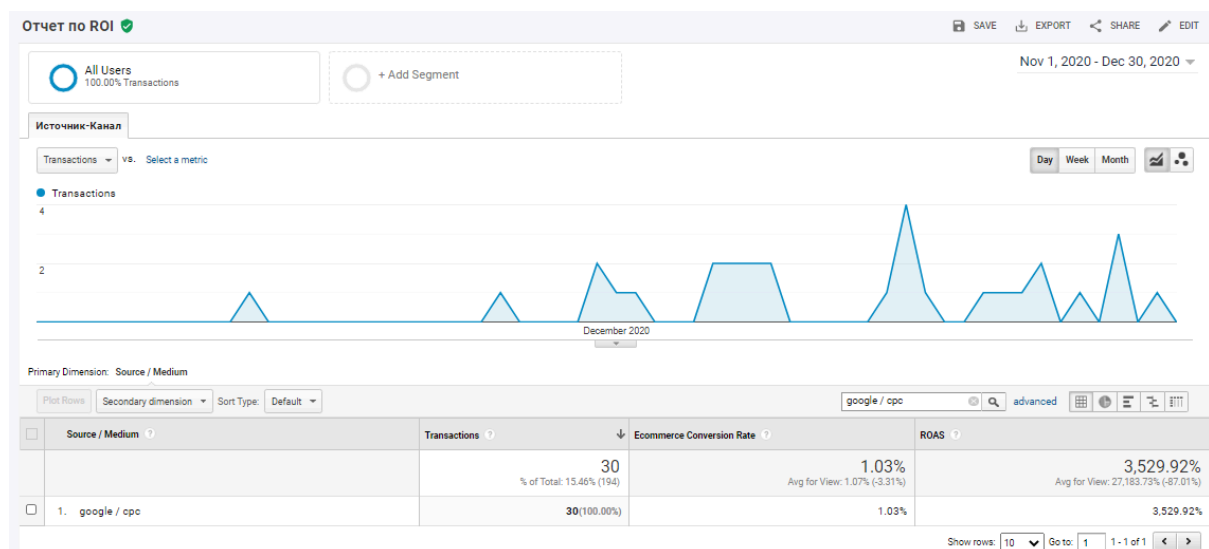
- Changing the structure of a shopping campaign with all products in one product group. Separation of goods by site categories with the dislocation of goods by identifier.
- Analyzing the search query report, replenishment of the list of negative keywords.
- Assigning a cost per click price depending on the marginality of the goods.
- Eliminate errors in disapproved items using an additional feed (optimizing product titles, adding links to images).

Results:

- ROAS – 3529,92%;
- CTR: shopping – 1,82%.

Description:

ROAS



CTR - Shopping campaigns

<input type="checkbox"/> Campaign	Budget	Status	Optimization score	Campaign type	Clicks	Impr.	CTR
<input type="checkbox"/> Shopping SPAG Россия	RUB190.00/day	Limited by budget	100%	Shopping	2,862	157,537	1.82%
Total: All but removed campaigns			—		2,862	157,537	1.82%
Total: Account	RUB190.00/day		—		2,862	157,537	1.82%

Before starting work with the client, a standard shopping campaign was set up in the account with all products in one group. The campaign lacked negative keywords, and as a result, ads were displayed for non-business and informational queries. In order to optimize advertising costs and increase the effectiveness of campaigns, I decided to carry out a number of standard measures: clean up search queries, divide products into groups according to categories, set bids according to the margin of products. Before the restructuring of the campaign, the products had not been advertised in the account for a long time, so it is not possible to conduct a comparative analysis.

Project 4: Ecommerce shop (cms Horoshop) which sale furniture for home.

Region: Ukraine

Activities:

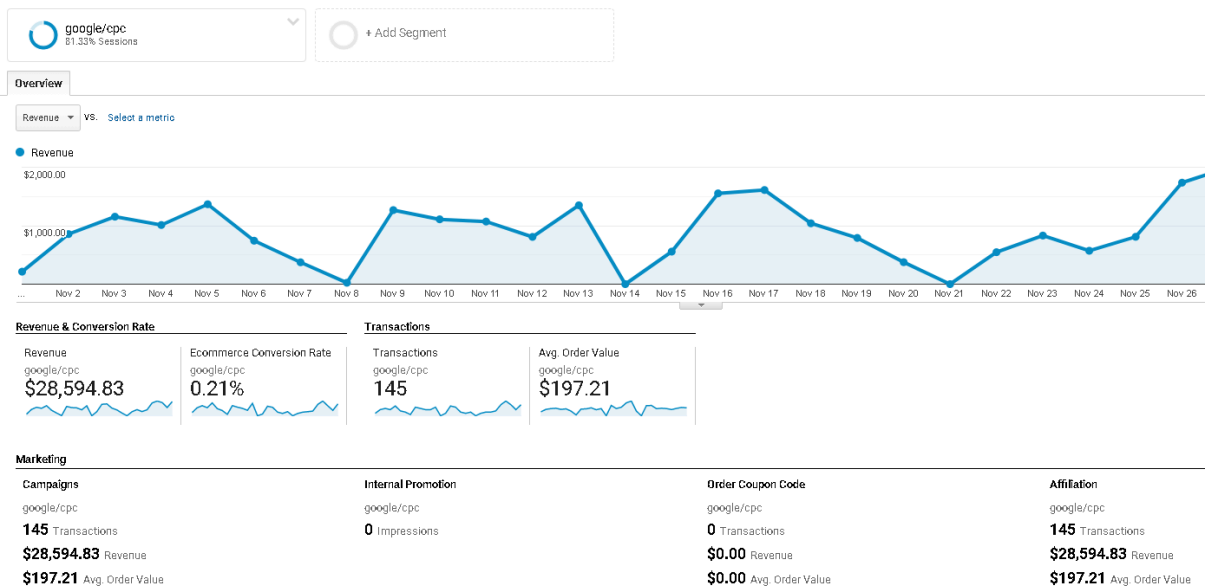
- Set up and optimize brand, DSA (Dynamic search ad) campaigns. Also search campaigns for general and targeted keywords;
- Set up and optimize display campaigns;
- Set up and optimize shopping and smart shopping campaigns;
- Provide custom Analytics reports;
- Installing GTM, Google analytics;
- Correct conversion settings;
- Creating audiences in Google Ads and Google Analytics, setting audiences for observation, setting bid adjustments;

Results:

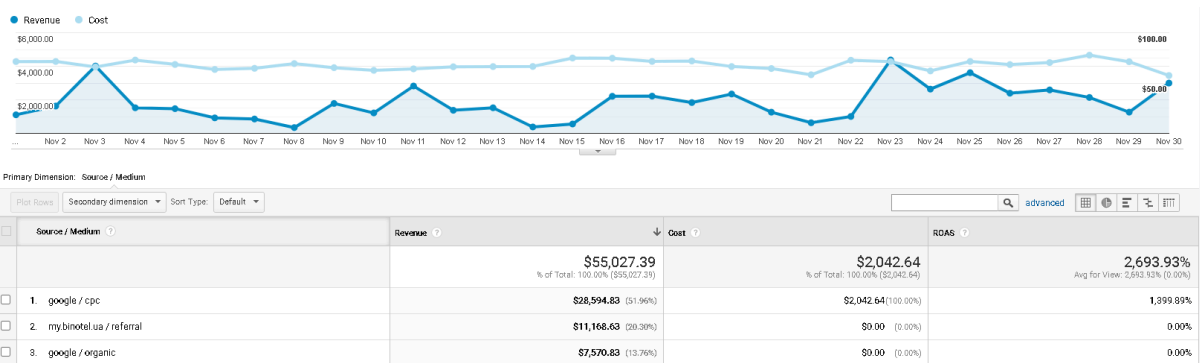
- ROAS = 1399.89%
- Avg number of transactions per month = 140

Description:

Avg number of transactions per month:



ROAS:



The client came up with incorrectly configured conversions. He had search and shopping campaigns set up that worked at a loss to the business.

I built an action strategy to reduce the cost per conversion, increase the conversion rate, and attract relevant traffic:

I installed GTM, through GTM installed Google analytics, created user audiences in it that interacted with the site (for further use in remarketing campaigns). In GTM created conversions that are tracked correctly. After that, shopping campaigns were created for 2 site categories (beds and kitchen corners). Collected negative words for each category. Conducted cross minus between the groups. Set audiences for observation with bid adjustments. After the shopping campaigns work for a certain amount of time, smart shopping campaigns were created to maximize the conversion value. The transfer of dynamic parameters to Google ads was configured. After that, a dynamic remarketing campaign was created for previously created audiences interacting with the site. Search campaigns with relevant keywords for furniture models were also created. Ads were generated by A / B / C structure for ad testing.

